

CTTC Commission Meeting
February 27, 2007
1:30 p.m. to 4:00 p.m.

Call to Order/Opening Remarks

Acting Secretary Sedlick called the meeting to order at 1:38p.m. Roll was taken and the following Commissioners were present: Commissioner Anderson, Bilby, Bridwell, Burba, Cohn, Conley, Handlery, Klein, Koeberer, Lawrance, MacRae, Meunier, Netting, O'Modhrain, Patel, Wagnon, and Westrope. Other present included: Len Almatech, Bob Amano, Kathy Anderson, Susan Anderson, Wendy Arzaga-Messersmith, Lori Bartle, Jeanne Berube, Caroline Beteta, Larry Broughton, Troy Cantrell, Lynn Carpenter, Guy Chambers, Joan Clark, Bradley Cleveland, Shellie Cook, Rene Dennis, Jim East, Damon Eberhart, Tracy Garrett, Tammy Hauohey, Heather Hudson, Michael Hudson, Ross Hutchings, Jennifer Jasper, Brad Johnson, Jean Johnstone, Kerri Kapich, Rob Kasmerski, Mike Kvarme, Kristen McCluskey, John McMahon, Dave Mering, Michael Merner, Amanda Moreland, Crystal Muhlenkamp, Jonelle Norton, Jo-Anna Palmer, Andy Price, Carl Ribaudo, Scott Scheinder, Joshua Sellers, Janice Simoni, Gwynne Spann, Barbara Steinberg, Percy Stevens, Glenda Taylor, Jon Trumbull, Morton Waller, and Susan Wilcox.

Commissioner absent included: Commissioner Balestreri, Dunlap, Erskine, Fujiwara, Gregory, Gribbon, Hansen, Jamison, Kennedy, Litrenta, McDowell, Meinhold, Patel, Running, and Zucker.

Motion by Commissioner Meunier to approve the minutes of October 25, 2006 meeting. Second by Commissioner Wagnon. Motion unanimously approved.

Executive Director Report/Government Affairs Update

Executive Director Beteta reported that the CTTC is in a referendum year and the assessed businesses will vote whether they wish to continue the CTTC program. She reported that all of the regional marketing representatives will be conducting outreach and this is a great time for them to remind the industry of all the work the CTTC does. She reported that California now ranks number two on the TIA comparative of all state budgets.

She reported that on a federal level the industry has a major challenge in decreasing a negative US image. She stated that our U.S. image is in negative decline and the process for entry to the country is confusing; the US ranks last in the world in a survey for ease of entry process. Many

travel leaders, have undergone an effort to engage, in part with the Industry summit on the federal level, which has been the most successful effort so far. This matter is very important to the CTTC, who has partnered with LA Inc. Together they have approached the Los Angeles city council to form a solution. Executive Director Beteta encouraged other cities and ports of entry to get involved. We need to reinvigorate a 21st century visa system; a call to modernize and secure ports of entry. She reported that the TIA Travel Leadership Summit is Sept 26 and the CTTC will schedule a dinner like last year. She reported that California had the most successful event last year with almost 30 members of congress in attendance, including Speaker Pelosi.

Assembly member Karnette reported that she is very supportive of Tourism. She thanked everyone for being involved in the industry. She reported that we need to work on the problems, there are fewer people traveling in and out of the state. She also stated that she has seen a great change and we only have about 25% of the people in the country have passports.

She reported that Senate and Assembly changes drastically every two years and reported that seven out of nine of the committee members are new this year and they are trying to get them up to speed on related policy matters.

Assessment Update

Executive Director Beteta stated that staff is reviewing with the Executive Committee on whether or not to allow payments by credit card. She stated that the infrastructure to accept payments is in place and the can be activated at anytime.

Nominating Committee Update

Commissioner Lawrance reported the Nominating Committee has focused on the need to fulfill an obligation to the rental car agencies and with the resignation of John Bazin; the committee would like to put forward Jerry Dow of Vanguard for full Commission approval.

Motion by Commissioner Meunier to bring Jerry Dow to the Commission. Second by Commissioner Koeberer. Motion unanimously approved.

Commissioner Lawrance also stated that the committee will be meeting in the next months to review Commissioner attendance.

Legal Update

Nothing to Report

Financial Report

Commissioner Westrope reviewed the periodic budget report. The financial report was reviewed. She stated that the CTTC was waiting for \$1 million in income from the state and therefore has not been posted as of 12/31. She reported that the CTTC has begun to receive the rental car assessment revenue.

Motion by Commissioner Meunier to approve financial reports are presented. Second by Commissioner Wagnon. Motion unanimously approved.

Marketing Update

See Marketing Minutes

Other Business

Executive Director Beteta reported that the next Commission meeting will be held on May 15, 2007 in San Francisco at The Fairmont.

Pubic Comment

Ross Hutchings reminded everyone that March 13th was the deadline to register for The Conference on Tourism.

Adjournment

Motion by Commissioner Meunier to adjourn meeting at 4:03pm. Second by Commissioner Anderson. Meeting Adjourned.